SUSTAINABLE TOURISM IN INTERNATIONAL CONTEXT: Solutions during and after the global pandemic crisis

Special Issue Editor(s)

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Global tourist arrivals have increased from 25 million internationally in 1950 to 278m in 1980, 527m in 1995, 1.32 billion in 2017, and it is expected to reach 1.8 billion by 2030. How do we make a sustainable global tourism, especially after the COVID-19 pandemic? The concept of tourism sustainability is progressively becoming a / the complex issues in how companies, stakeholders, and governments meet the ever-growing demands and opportunities on a global scale. This approach, considered as an environmental management tool during the 1980s, is now appreciated as a crucial and dominant factor in modern business discourse. Furthermore, this issue has became an area of study that has been deepened with interconnected theories and approaches, such as: ethics, social issues management, green tourism, cause related tourism, public policy, stakeholder management, tourism accountability. These are only few aspects used to illustrate the phenomena associated to sustainable tourism, thus making it a very multifaceted phenomenon.

The sustainable tourism, in fact, should integrate environmental, social, economic, cultural issues into its global operations. Sustainable tourism should be able to raise the collective consciousness and approach the individual consciousness towards climate change, pollution caused by tourism, atmosphere, water, wildlife, habitat,

human, and tourism. Different consumer generations, especially Millennials and Zers are more and more concerned about sustainable issues and a sustainable society; there consumption habits and behaviours are increasing sustainable, as there care for the environment, decrease of pollution, for healthy food, thus allowing future generations a similar access to resources as present ones (Dabija et al., 2019). Young consumers are more reliant on sustainable development goals, being willing not only to sacrifice time and money for the seek of the planet, but also to have an own contribution in the prosperity of society and the planet. However, today's challenge is "how to think beyond and outside current limitations to understand how to use and manage planetary resources, not just for the short term but with a view to future need" (sustainable development goals, 2018), as well as how the tourism sector will recover after the global pandemic crises and how will it be able to reinvent itself taking into consideration the global sustainable development goals.

The purpose of this call for paper is to address global economic, environmental and social aspects of sustainable development in tourism through policies, best practices, strategies and initiatives with all stakeholders including indigenous people, local communities, visitors, industry and government. We aim to (i) understand the most important elements of sustainable tourism and connections among human development and the environment, (ii) how protecting the planet and maintaining the resources could support environment and reaching inclusive and sustainable economic growth on the level of local destinations; promoting social inclusiveness, creating employment and aiming at poverty reduction in the tourism field; attaining resource efficiency, endorsing environmental protection and taking under control climate change; spreading cultural values, sustaining cultural diversity and raising awareness of heritage's value; providing opportunities for mutual understanding, peace and security, considering tourism as a powerful tool for soft diplomacy; sustainable tourism strategies during/after the global pandemic crises; young consumers and their preference for sustainable tourism practices and initiatives. All these scopes, if reached, will have the effect of decreasing the influence of the entire tourist sector on climate change and radically decreasing strong reliance on non-renewable sources of energy, since tourism-related consumption of them has negative ecological consequences (UN, 2017; 2018; 2019), but, in concert, they will also help to break down cultural barriers and build bridges between tourists and hosts (SDG, tourism4development2019.org).

The correct consideration of the existing bonds between tourism, culture, economy, and the natural background is crucial in promoting successful sustainable tourism (Lee and Brahmasrene, 2013). For these reasons, it is important to find stakeholders

able to spread through all kind of online and offline communication tools the sustainable tourism's teachings, hoping that more and more people/stakeholders/visitors would be prone to follow the approach and to put into practice its principles.

Recognising the complexity and plurality at the heart of the global sustainable tourism discipline, this call for paper will fill a gap in the market, by posing a number of original research questions on the intrinsic nature of sustainable tourism and to address gaps in knowledge in innovative ways to generate transformational change. Also, it seeks to offer multiple, often competing for answers to those questions by reviewing, in a different and integrated perspective, dominant existing themes with the literature and subjecting them to critical scrutiny through a multifocal perspective.

In view of the above, the proposed special issue aims to include the following (but not limited to) topics and questions of interest in the cross-cultural study of the impact of sustainable tourism:

- Sustainable tourism strategies after the COVID 19 pandemic
- Human dimensions of environmental change
- Consumer generations and the sustainable tourism development
- People, energy, and society
- Planet, people, product, packaging, pricing, and promotion (6Ps) applied to tourism
- Place tourism and smart growth
- Place heritage
- Place branding, community, image, and reputation
- Public and brand engagement to sustainable tourism
- Climate Change, environmental auditing, and tourism brand strategy
- Technology and innovation
- Life cycle thinking and the circular economy
- Waste management - reduction, recycling, and resource
- (e)Healthcare and wellbeing
- Digital tourism
- Environmental law
- Ecosystems and global change
- Transitions to a low carbon economy
- Global political ecology
- Ethical implications

We would like to see profound and rigorous theoretical and managerial contributions that substantially advance and challenge existing theories used in global tourism and business research, performance and competitive advantage. As such article must be able to demonstrate clearly a significant contribution to sustainable tourism management scholarship.

We have no *a priori* preferences regarding the theoretical stance or methodological approach. We welcome papers using traditional methodologies, survey, qualitative research as well as emerging innovative approaches including the use of algorithms, contrarian case analysis and fuzzy set qualitative comparative analysis (fsQCA).